



## **JOB DESCRIPTION**

### **Major Donor Fundraising Manager**

£40,000 FTE (gross) per annum, permanent contract  
52 weeks per year

We think this role requires 21 - 35 hours per week, but we're open to discussion about flexibility.

*Many of our staff work flexibly in many different ways, including part-time. Please talk to us at interview about the flexibility you need. We can't promise to give you exactly what you want, but we do promise not to judge you for asking.*

This role will require a DBS check.

#### **About Little Village**

Little Village supports families with babies and children under five living in poverty across London. We run a baby bank network, collecting, sorting and passing on pre-loved clothes and equipment. Parents are also supported by our dedicated signposting and guidance team, who offer advice and links to other services. In addition, we work with families to share their stories and campaign to fix the systems that trap them in poverty.

We are based in London, with hubs in Camden, Wandsworth, Brent, Hackney and Hounslow.

Since we launched in 2016, Little Village has fulfilled more than 32,000 requests for support and provided more than £9.8m worth of baby equipment and clothes.

Our values of love, solidarity, thriving and sustainability underpin everything we do.

Our vision is of thriving communities where families share their pre-loved kit and every child under five has the start in life they deserve.

#### **About this role**

We are looking for an experienced and ambitious Major Donor Fundraising Manager to help Little Village support more families and young children in communities across London. You'll be passionate about tackling child poverty and motivated by our values of love, solidarity, thriving and sustainability.

Little Village has a good track record in securing support from high-net-worth individuals and philanthropists, securing six figure gifts and multi-year commitments. The support we receive has increased over the past year, but we need to achieve more to enable us to respond to increased needs due to the rise in poverty. Over the next three years we anticipate significant growth of our family services which will need support from a growing fundraising team – it is an exciting time to join Little Village.

You will be joining our Head of Fundraising, to bring capacity, expertise and energy to Little Village's major donor fundraising. The post holder will take taking specific responsibility for researching and engaging new individual supporters with the capacity to make a high value gift, developing strong relationships as well as supporting the CEO in her high value fundraising relationships. You will also be responsible for managing key existing accounts and ensuring a high level of engagement with Little Village.

As a small organisation, we are looking for someone to work collaboratively and creatively, supporting the rest of the team to identify new donors and partnerships.

**Reports to:** Head of Fundraising

**Number of direct reports:** None

**Purpose of role:** Together with the Head of Fundraising and CEO, this role will involve initiating, building and managing relationships with existing and new HNWI's (high net worth individuals) and philanthropists who are able to give five, six and seven-figure gifts. There will be the opportunity to be involved in the planning and implementation of strategies to increase major gifts, developing compelling proposals and powerful asks to inspire existing and prospective donors.

### **Key Tasks and Accountabilities**

#### **Donor Stewardship and Relationship Management**

- Responsible for personally cultivating and researching a portfolio of potential HNWI's who have the capacity to give 5, 6 and 7 figure gifts, working closely with the Head of Fundraising, Chief Executive and Senior Management Team.
- Develop individual cultivation strategies for prospective supporters in the portfolio, moving donors along a prospect pipeline and ensuring that there are enough in the programme to generate significant income from the portfolio.
- Respond to the requirements and requests of supporters, taking a high personalised approach in a timely fashion, tailored to their often unique and complex needs.
- Liaise with and brief Senior Management Team colleagues to enable them to effectively engage with Philanthropists and to support the delivery of major gifts.
- Plan and prioritise approaches to donors / prospects and develop an annual calendar of approaches. This will include representing Little Village at personal meetings, attending networking events, writing proposals and making presentations.
- Work with the Fundraising and Communication teams to develop a full range of project collateral and cases for support in order to respond to any given need with fully worked up messages, sense of urgency, and concrete examples that will motivate significant Philanthropy.
- Meet with all prospects in their portfolio at least once a year or facilitate senior stakeholders to do so, with phone/mail/email contact at regular intervals in between meetings.
- Work with colleagues in the operations and baby bank teams to ensure timely and appropriate updates are provided to key supporters regarding the charity's current activities and impact.
- Achieve personal income target and contribute to the Fundraising Team income targets by securing gifts from your assigned portfolio.

#### **Cross Team Working**

- Collaborate with the trusts, corporate and individual donor fundraisers to ensure every relationship is maximised for the benefit of the supporter and Little Village.
- Collaborate with colleagues in the operations and baby bank teams to collect information for reports and proposals.
- Work with finance and programme / services colleagues, providing timely information to donors on the use of restricted funds.

#### **Lead on Organisation of Cultivation Events**

- Work with colleagues to plan appropriate events as part of an overall cultivation strategy.
- Attend planned events and ensure relationship building objectives are met both at events and through follow up activity (briefing colleagues as appropriate).

### **Strategic Input into the Development of Philanthropy Activity**

- To actively contribute to fundraising planning and development work in order to grow income from HNWI's substantially over the coming years.
- Ensure that systems are in place to facilitate detailed analysis and evaluation of HNWI activity (eg through effective use of the database etc).
- Support the Head of Fundraising to ensure the team fundraising strategy is aligned with the Philanthropy strategy, reviewing and adjusting as necessary.

### **Budgets and Performance Monitoring**

- Prepare timely narrative and financial reports for HNWI's on the impact and outcomes of work that they have funded and in accordance with the donors' funding requirements.
- Analyse and review a prospect pipeline on an ongoing basis and ensure appropriate prospect movement.

### **About your skills and experience**

We are looking for a motivated fundraiser with a track record of building high value relationships to join our team. You should have:

#### **A fantastic track record**

- Experienced in major donor fundraising and/or a similar discipline with proven commitment to specialising in philanthropy
- Comfortable with negotiating and personally soliciting donations
- Confident using relationship databases
- Experienced with running stewardship programmes for HNWI's
- Excellent IT skills and experience of MS Office

#### **A great communicator**

- Confident verbal and written communication skills
- Excellent relationship builder

#### **Able to manage multiple priorities**

- Excellent organisational skills, attention to detail and accuracy
- Flexible and able to adapt to change
- Excellent at juggling multiple competing tasks and still deliver on time
- Works independently as well as being a strong team player

#### **A knowledge and passion for our work**

- A passion for tackling child poverty and the role we can play in that
- A strong commitment to our values of love, solidarity, thriving and sustainability

#### **Desirable but not essential**

- Experience (direct or indirect) of living in poverty

## **What we can offer**

### **Salary and pension**

The salary for this role is £40,000 per annum FTE (gross). If eligible, we will match your contributions by 3% on pensions.

### **Annual leave**

You will be entitled to 25 days of annual leave plus bank holidays (these will be pro-rated to reflect your working hours if you work less than 35 hours per week).

### **Hours of work**

We think this role requires 21 - 35 hours per week, but we're open to discussions about flexibility. This role may require attending donor meetings outside standard office hours. This is a 52 weeks per year contract.

### **Location**

This role is primarily home-based, but you will be expected to work in person once a week in a shared workspace in central London with the Fundraising team, as well as attend regular donor meetings.

### **Contract**

This is a permanent contract, starting as soon as possible. You will have a probation period of 3 months.

## **The application process**

Little Village operates in London, one of the most diverse cities in the world. We are working towards a goal where our team fully reflects that diversity and difference in lived experiences and strongly encourage applications from under-represented groups including people from Black, Asian and Minority Ethnic backgrounds, LGBTQ+ people, people with disabilities, people with lived experience of poverty either personally or through family, experience of the care system, non-graduates and first-in-family graduates. As part of our commitment to fairer recruitment, all applications will be assessed without names and any protected characteristics.

We want Little Village to be a place where our individual differences and contributions are truly recognised and valued. We want to support people with disabilities and are fully committed to make any reasonable adjustments so that everyone can apply to this role. We are serious about working with the right candidate to make this role work for them. To read our Equal Opportunities Policy please see [here](#).

We know everyone's lives are different and that traditional working patterns may not be quite right for you. We think this job requires 21 - 35 hours per week. However, if you are interested in the role but cannot commit to the hours above, we are also open to discussing the hours you are able to do.

The requisite eligibility criteria, or work visa to work in the UK are a requirement for this position and unfortunately, we are not able to offer relocation and/or sponsorship support.

Please note that this position will require a DBS check.

If you need additional support with your application or interview process, then please do let us know what you need and where we can help make this accessible.

To apply, we would like you to respond to the following questions, using up to 500 words for each answer. Please also submit a CV but please remove identifying information as we shortlist anonymously:

- What skills and experience would you highlight that are relevant to this role and our work at Little Village?
- How have you successfully juggled multiple priorities and what strategies, systems and processes have helped you to do so?

- How would colleagues and friends describe you? What are your superpowers and how are you still developing?
- Which of our four values; love, solidarity, thriving and sustainability resonates with you most and why?

We will be looking for concrete evidence of the difference you've made in relation to the questions we've asked: it's your chance to show us the skills and experience you'd bring to this role.

We will also invite you to complete an [anonymous equal opportunities form](#). The information contained in this questionnaire will be treated as confidential and will be used for monitoring purposes only. This information won't be seen by any person involved in the selection process for this post. It will enable us to monitor how we are doing against our diversity and inclusion commitments.

All applications will be assessed on the match to the experience and skills set out here. We know we are asking for a lot and we are looking for your honest appraisal of where you are already high performing and where there is room for growth.

**First round interview** will be a competency-based interview with two members of the Little Village team. We will confirm who you'll be meeting as well as the location when this interview is arranged.

**Second round interview** will include a short task as well as a competency-based interview with two members of the Little Village team. We will confirm who you'll be meeting as well as the location when this interview is arranged.

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